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ABSTRACT

This short booklet is designed to be used by health educators when teaching women about breast cancer and its early detection and the procedure for breast self-examination. It includes the following: (1) A one-page teaching plan consisting of objectives, subject matter, methods (including titles of films and printed materials), target audience, and resource persons; (2) one and one-half pages briefly covering content on breast cancer; (3) suggestions for programs in screening for breast cancer for adult females in middle and upper income brackets which includes potential audience groups, display poster title, presentation topics and films, and titles of pamphlets for use as hand-out materials; (4) suggestions for programs in screening for breast cancer for adult females in the low income bracket which includes the same categories of information as in the aforementioned program for adult females in middle and upper income brackets; (5) a listing of the recommended pamphlets and poster, the name and address of their source, and the intended target audience; (6) brief description of two recommended films; (7) instructions on how to obtain resource materials; and (8) a listing of cancer's seven warning signals. (EM)

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Consumer Health Education

BREAST CANCER

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TEACHING PLAN

BREAST CANCER*

Objectives

1. To help women understand that every woman can have breast cancer.

2. To help women understand that early detection greatly increases chance of cure.

3. To teach and motivate women to practice breast self-examination and to consult a physician at the first symptom.

Subject Matter

1. Lecture: Breast Cancer -- Extension Xerox Material

2. Suggestions for Programs in Screening for Breast Cancer (2) -- Extension Xerox Material

Methods

1. Lecture and Discussion

2. Films: "Breast Self-Examination"

   "Five Minutes for Breast Self-Examination"

3. Demonstration

4. Printed Materials:

   Cancer of the Breast

   A Breast Check

   Breast Self-examination

Target Audience

All Women's Groups

Resource Persons

Local Physician
Registered Nurse
Education Chairman, American Cancer Society

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BREAST CANCER*

LECTURE: NATURE OF THE DISEASE

Breast cancer consists of cells that multiply in an irregular and disorderly fashion. A lump formed by the body's cells is called a tumor. Not all tumors are cancerous. About 80 per cent of the tumors found in the breast are benign (non-cancerous). Malignant tumors push aside, invade and destroy normal tissues and may spread to other parts of the body starting new growth known as metastases.

CAUSE -- Unknown

SYMPTOMS -- A lump or thickening in the breast

METHODS OF DETECTION

1. Examination by a physician as a part of periodic health check-up.
2. Breast self-examination. All women should learn the proper technique for examining her breasts each month.
3. Mammography (X-ray examination).
4. Thermography (a heat sensitive photograph).

TREATMENT

Approved treatment methods are:

1. Surgery to remove the growth.
2. Radiation (x-ray or radioactive materials) to kill cancer cells.
3. Chemical or drugs to fight the abnormal cells.
4. A combination of any of these techniques.

MOST SUSCEPTIBLE WOMEN

Women in which breast cancer most frequently occurs:

1. Middle age and over.

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2. Single women.

3. Women who have not borne children.

4. Daughters or sisters of breast cancer patients.

PREVENTIVE MEASURES

Since most cancer cannot be prevented, it is important to find them early and seek treatment promptly. About 95 per cent of patients discover their condition themselves through breast self-examination. The stage at which breast cancer is detected is crucial to the outcome of the patient. If the cancer is discovered while it is still localized, the survivial rate is 80-85 per cent.

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SUGGESTIONS FOR PROGRAMS
IN
SCREENING FOR BREAST CANCER*

I. Target Audience: Adult Females in Middle and Upper Income Bracket

Potential Audience Groups: Local Organizations, such as Extension Homemaker Clubs, Garden Clubs, Women's Church Groups, PTA's, Business and Professional Women's Clubs, etc.

II. Display Poster -- Your 5-minute Breast Cancer Check

III. Presentation:

A. Why you should examine your breasts

B. When to examine your breasts

C. How to examine your breasts

D. Film: "Breast Self-examination"
Special showing may be arranged with local movie house.

E. When to see your doctor

IV. Hand-out Materials:

A. Pamphlets:

1. A Breast Check -- So Simple -- So Important

2. Cancer of the Breast

3. Cancer Facts for Women

4. Being A Woman Means Taking Care of Yourself

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SUGGESTIONS FOR PROGRAMS IN SCREENING FOR BREAST CANCER*

I. Target Audience: Adult Females in Low Income Bracket

Potential Audience Groups: Women's Church Organizations, Extension Homemaker Clubs, PTA's, Public Health and Community Clinic Patients

II. Display Poster -- Your 5-minute Breast Cancer Check

III. Presentation:

A. Learn Cancer's Warning Signals -- If your signal lasts longer than two weeks, go to your doctor.

B. Film: Five Minutes for Breast Self-Examination

C. Emphasis and Discussion of Teaching Techniques Shown in the Film

D. How Often and Where A Woman Should Examine Her Breasts

E. Importance of Breast Self-Examination

F. When to See A Doctor

G. No Home Remedies

IV. Hand-out Materials

A. Pamphlets:

1. A Breast Check

2. Cancer Facts for Women

3. Your Health Is Your Business

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BREAST CANCER

TITLE	SOURCE	TARGET AUDIENCE
Pamphlets:		
A Breast Check	American Cancer Society Arkansas Division, Inc. 1429 W. Seventh Street P. O. Box 3822 Little Rock, AR 72203	Adult Females
Cancer Facts for Women	Same as above	Adult Females
Cancer of the Breast	Same as above	Adult Females
Your Health Is Your Business	Same as above	Adult Females Low Income
Being A Woman Means Taking Care of Yourself	Same as above	Adult Females Middle & Upper Income
Breast Self-Examination (Public Health Service Publication No. 48)	Superintendent of Documents U. S. Government Printing Office Washington, D.C.	Adult Females
Poster:		
Your 5-minute Breast Cancer Check	American Cancer Society Arkansas Division, Inc. 1429 W. Seventh Street P. O. Box 3822 Little Rock, AR 72203	Adult Females

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BREAST CANCER FILMS

The following films are available free of charge from Arkansas Division, American Cancer Society (instructions for ordering on attached sheet).

Breast Self-Examination: 15:15 minutes, 16 mm, sound, and color

This is a film designed for WOMEN Only. It demonstrates a simple procedure for self-examination of the breast to reveal early symptoms of cancer.

Five Minutes for Breast Self-Examination: 8:20 minutes, 16 mm, sound, color

An instructional film for low income women designed to help them deal with breast cancer and to motivate them to practice the life-saving breast self-examination habit.

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INSTRUCTIONS FOR OBTAINING RESOURCES FROM ARKANSAS DIVISION OF AMERICAN CANCER SOCIETY

I. To obtain pamphlets, posters, films, and/or mobile unit:

1. Contact your local Education Chairman of the American Cancer Society, or

2. Write the American Cancer Society, Arkansas Division, Inc., 1429 West 7th Street, P. O. Box 3822, Little Rock, Arkansas, 72203, Attention: Mr. Wayne Quick.

II. If film is to be used, a 16 mm. sound projector and screen must be secured locally. Please send your request far enough in advance to allow for one week shipping time, and include the following information:

1. Title of film(s) desired.

2. Date of showing.

3. Complete name and address of person who is to receive film.

4. Approximate number of people who will see the film.

III. After film showing:

1. Before returning film, please rewind on original reel.

2. If more than one film is being shown, please see that each film is replaced in proper container.

3. Return on day following last showing, reporting any defects.

IV. Mobile Educational Unit

Request should be made as far in advance as possible.

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CANCER'S SEVEN WARNING SIGNALS

1. Unusual bleeding or discharge
2. A lump or thickening in the breast or elsewhere
3. A sore that does not heal
4. Change in bowel or bladder habits
5. Hoarseness or cough
6. Indigestion or difficulty in swallowing
7. Change in size or color of a wart or mole

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Source: American Cancer Society

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